

NEWS RELEASE

French authorities and companies exchange good practices on work related road safety

7 March, Paris – “This international seminar is a great opportunity for all those present to recognise that employers have a great deal to gain by managing the road safety of their employees,” said Ellen Townsend, ETSC¹ Policy Director, during the PRAISE seminar held today. “Managing how employees drive while at work, or commuting, has the potential to make a company more attractive to clients, as well as to reduce costs: road safety is an investment and the returns are there for the taking,” Ms. Townsend added.

It is extremely important to raise awareness about the role that governments and employers can take in developing new initiatives to address this situation. This is the reason why, in 2009, the European Transport Safety Council launched the PRAISE project.

Following positive results of previous PRAISE seminars held in the United Kingdom, Spain, Germany, Greece and Poland, the aim of the Paris PRAISE seminar was to highlight efforts taken by the French national authorities to improve work-related road safety and to facilitate good practice exchange among European authorities. The French participants learnt of the ways in which work-related road safety is tackled in Germany, the United Kingdom and Switzerland. The importance of an integrated approach linking road safety with broader health and safety issues, environmental concerns and sustainable transport was highlighted. The national contexts and challenges were presented, leading to a healthy debate on ways to improve occupational road safety in France.

The company-level perspective was also provided, in a session dedicated to unveiling the steps and challenges in developing a road safety culture in private organisations. Representatives from the Association of French Motorway Companies, the Electricity Supply Board of Ireland – winner of the 2011 PRAISE road safety award for large companies – and SwissCom presented their respective companies’ approaches to improving the safety of their employees. Organisations stressed the moral obligation to protect their employees and presented strong business cases for doing so.

The event was organised in cooperation with the Association Prévention Routière.

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Background:

“Preventing Road Accidents and Injuries for the Safety of Employees” (PRAISE) aims to increase road safety in the work context. It aims to “praise” good practices in order to help employers secure high road safety standards for their employees. The project is co-funded by the European Commission, the German Road Safety Council, the Swiss Council for Accident Prevention (bfu) and the MAPFRE Foundation.

¹ ETSC is a Brussels-based independent non-profit making organisation dedicated to reducing the numbers of deaths and injuries in transport in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together 45 national and international organisations concerned with transport safety from across Europe. www.etsc.eu